

ShapingNJ Strategies

Setting	Evidence-Based Strategy
Childcare	<ol style="list-style-type: none"> 1. Recommend changes in licensing requirements so that childcare and after-school programs follow evidence-based practices in child health, nutrition, physical activity and TV viewing. 2. Arrange training for childcare providers about child nutrition, physical activity and TV time limitations.
Communities	<ol style="list-style-type: none"> 1. Develop incentives for grocery stores and supermarkets to sell a variety of healthy foods and beverages and to locate and stay in underserved neighborhoods, especially in cities. 2. Provide assistance such as refrigeration equipment or signage to corner stores and bodegas to market and sell reasonably priced “ready-to-eat” or easy-to-prepare healthy foods and beverages. 3. Work to create comprehensive community food systems that offer easy access to a variety of healthy foods and beverages. These may include, but are not limited to, farmers markets, farm stands, grocery stores, mobile markets, businesses that process local food, community and school gardens, urban farms, and food pantries. 4. Work to increase opportunities and choices in all neighborhoods for indoor and outdoor physical activity and active alternatives to TV and other screen time. 5. Encourage municipalities to locate new and keep existing public facilities and spaces—including schools, libraries, parks and playgrounds—within easy walking distance of where people live. 6. Assess county and municipal infrastructures and prioritize changes to ensure that walking and biking are safe and easy modes of transportation to daily destinations, for example, through implementation of a local Complete Streets policy. 7. Reduce dangers from traffic, physical hazards and crime in areas where people walk and bike and in places for physical activity, such as school playing fields and neighborhood parks.
Healthcare	<ol style="list-style-type: none"> 1. Adopt policies and practices in compliance with the World Health Organization’s “Ten Steps for Successful Breastfeeding.” 2. Encourage all New Jersey delivery facilities to adopt the Joint Commission’s Perinatal Care Core Measure Set, which includes exclusive breast milk feeding.
Schools	<ol style="list-style-type: none"> 1. Advocate for an increased school meal subsidy to enable schools to offer a variety of healthy foods and beverages and to prepare appealing school meals. 2. Create/ensure adequate school infrastructure to prepare a variety of healthy, appealing, kid-friendly fruits and vegetables or provide schools with adequate access to resources to purchase such foods. 3. Work to enhance the minimum standards in the state school wellness policy around nutrition, physical activity and TV viewing. The policy will also encourage local districts to locate schools where students can safely and easily walk and bike to school. 4. Promote and support active school-based wellness councils that implement school wellness policies; councils will include community and school representatives. 5. Ensure that all students are actively engaged in their Physical Education class. 6. Provide students with diverse and developmentally appropriate activities to meet individual needs and interests. 7. Provide facilities that are conducive to learning (with respect to class size, equitable space, sufficient equipment and technology and safe and clean facilities). 8. Work to ensure that schools provide a variety of quality activities during the school day to encourage students to be physically active (such as recess, activity breaks, energizers and before- and after-school physical activity programs).
Worksites	<ol style="list-style-type: none"> 1. Work to increase the number of businesses that accommodate breastfeeding women in the workplace using the Business Case for Breastfeeding as a resource. 2. Expand participation from companies serving New Jersey in the national bureau’s voluntary Children’s Food and Beverage Advertising Initiative. This program includes a pledge that <i>at least</i> 50 percent of advertising aimed at children under 12 years old will be about healthy food choices and that there will be no food or beverage advertising in elementary schools. 3. Create a customized initiative for New Jersey that includes all forms of advertising and covers a wide variety of local and regional food retailers. 4. Identify and disseminate best practices and model worksite wellness programs.